

Message Text

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ACTION COME-00

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FM AMEMBASSY LAGOS

TO SECSTATE WASHDC 3566

UNCLAS LAGOS 02396

E.O. 11652: N/A

TAGS: BEXP, NI

SUBJECT: AGENT/DISTRIBUTOR SERVICE (ADS)

REF: STATE A-7116

FOLLOWING IS RESPONSE TO REPAIR. NUMBERS GIVEN REFER TO
QUESTION IN SECTION II

1. YES
2. REQUEST IS REVIEWED AS TO GENERAL SUITABILITY FOR NIGERIAN MARKET.
3. WHEN ADS FORM DIB-424P IS RECEIVED, THE WTDR FILE
ARE SEARCHED TO LEARN WHICH FIRMS HANDLE THE PRODUCTS
OFFERED ON THE REQUEST. AFTER SELECTING THREE FIRMS,
TELEPHONE CALLS AND/OR PERSONAL VISITS ARE MADE TO OFFICERS
OF THE SELECTED FIRMS ASKING IF THEY WOULD BE INTERESTED
IN DISTRIBUTING THE PRODUCTS IN QUESTION.
4. PROSPECTS ARE ALWAYS CONTACTED BEFORE SENDING THEIR
NAMES. SOME PROSPECTS, HOWEVER, REQUEST BROCHURE OR
OTHER INFORMATION ON THE PRODUCTS. WHERE THESE MATERIALS
ARE NOT AVAILABLE, THESE PROSPECTS ARE TOLD THAT THEY WILL
BE SENT BROCHURES DURING THEIR EXCHANGE OF CORRESPONDENCE
WITH THE U.S. FIRM. BASED ON THIS INFORMATION, LOCAL FIRMS
AGREE TO OUR SENDING IN THEIR NAMES. IF AFTER AN EXCHANGE
OF CORRESPONDENCE THE LOCAL FIRMS FIND THAT THE PRODUCTS
ARE NOT SUITABLE TO THE LOCAL MARKET, THEY LOSE INTEREST.

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TM NO. IN MOST CASES THE EMBASSY SELECTS FIRMS ON WHICH

WTDRS ARE ALREADY AVAILABLE. WHEN WE HAVE NO CURRENT WTDR ON A FIRM WHOSE NAME IS SELECTED, THE PREPARATION OF ONE IS COMMENCED IMMEDIATELY.

6. WE FIND THE USUAL REASONS A NIGERIAN FIRM LOSES INTEREST AFTER HAVING EXPRESSED IT IS THAT IT DECIDES AFTER EXAMINING THE BROCHURES AND OTHER MATERIALS SENT BY THE U.S. FIRM THAT THE PRODUCTS WILL NOT ENJOY GOOD SALES OR THAT THEY ARE MORE EXPENSIVE THAN SIMILAR PRODUCTS AVAILABLE ELSEWHERE.

7. DISCUSSIONS WITH PROSPECTS REVEAL THAT AFTER AN INITIAL EXCHANGE OF CORRESPONDENCE, U.S. FIRMS SOMETIMES DISCONTINUE WRITING. WHEN THIS SITUATION OCCURS, LOCAL FIRMS REGARD THEIR TIME AND EFFORTS AS WASTED. IT IS SUGGESTED THWT ALL REQUESTERS FOLLOW UP ADS TO A REASONABLE CONCLUSION.

8. NONE

9. TWO WEEKS AND OVER.

10. REQUESTERS SHOULD BE ADVISED TO CAREFULLY CONSULT INFORMATION AVAILABLE THROUGH COMMERCE DISTRICT OFFICES ON THE COUNTRY'S MARKET AND ECONOMY.

11. THE POST IS NOT ALWAYS INFORMED OF THE RESULT OF ADS REQUEST. THERE SHOULD BE A FEEDBACK SYSTEM TO INFORM THE POST ON THE RESUTS OF ANY ADS REQUEST.

12. YES.

13. YES, SO THAT U.S. FIRMS WITH SIMILAR PRODUCT LINES MAY CONTACT THE LOCAL FIRMS DIRECTLY. WHEN OTHER U.S. FIRMS ARE NOTIFIED, THE POST SHOULD ALSO BE INFORMED FOR RECORD PURPOSES.

14. AS SOON AS POST IS INFORMED OF THE RESULT OF THE FIRST REQUEST.

15. REQUESTERS SHOULD ALWAYS PROVIDE LITERATURE/BROCHURES OF THEIR PRODUCTS AND, WHERE POSSIBLE, A SAMPLE OF THE PRODUCT ITSELF. WHERE SAMPLES CANNOT BE SENT, NIGERIAN BUSINESSMEN
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ARE OFTEN WILLING TO TRAVEL TO THE U.S. TO SEE AND ASSESS PRODUCTS. U.S. FIRMS SHOULD ALSO CONSIDER SENDING PERSONNEL TO NIGERIA TO VISIT PROMISING CONTACTS. ANOTHER POINT TO BE KEPT IN MIND IS THAT NIGERIAN FIRMS BENEFIT FROM CONTINUED ASSISTANCE FROM THEIR U.S. SUPPLIERS IN SUCH MATTERS AS ADVERTISING AIDS AND TRAINING FOR SERVICING.
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